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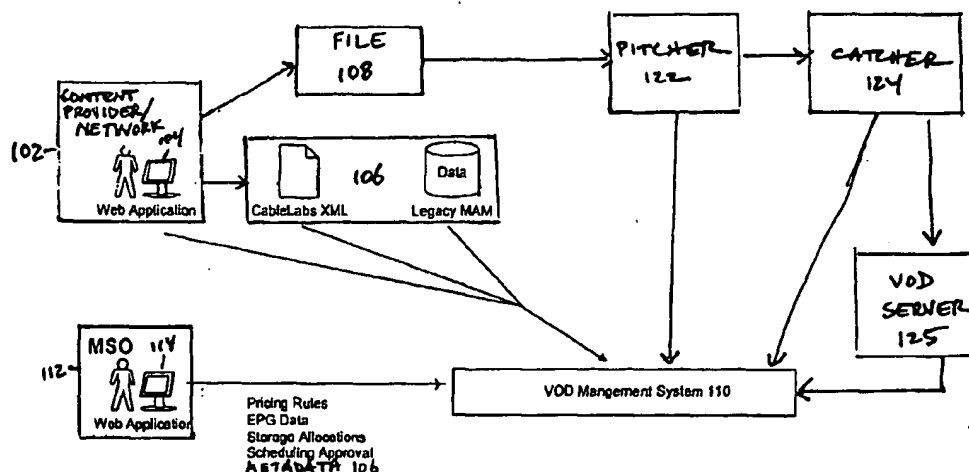
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(54) Title: VIDEO-ON-DEMAND (VOD) MANAGEMENT SYSTEM AND METHODS



(57) Abstract: The present invention provides for closed loop multimedia content management systems and methods to ensure accurate and timely delivery of VOD content from multiple content providers (102) using multiple distribution systems. The present invention provides for a method of distributing multimedia content using a VOD management system (110) by receiving a multimedia asset data file and associated metadata from a content provider (102) and/or a MSO (112), tracking the delivery of the multimedia asset data file to a MSO (112), tracking the upload of the multimedia asset data file to a VOD server (125) maintained by the MSO (112), and providing usage reports relating to usage of multimedia asset data files by end users of the MSO (112). Usage reports are prepared by receiving data from the VOD servers (125) regarding the files requested by end users, creating a master reporting database using that data, and generating the usage reports using the data contained in the master reporting database.

Exhibit A